Basic

TASTE GOOD PLAN

Source: https://www.industrydocuments.ucsf.edu/docs/qrhm0004

Basic

TASTE GOOD PLAN

RETAIL PROMOTION PLAN / STRATEGY

PURSUE MONTCLAIR CONSUMERS WITH COLD STORAGE B2G1F DEALS IN:

—UNDERDEVELOPED BASIC / STRONG MONTCLAIR SECTIONS (12, 24, 45, 51, 52)

•DROP QUANTITIES IN MAY AND AUGUST WHEN BASIC NAT'L PROMOTIONS ARE BEING PLACED INTO CARTON OUTLETS

—TO INCENT MONTCLAIR CONSUMER'S TRIAL IN C-STORE AND PACK OUTLETS

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POS

- INCREASE BASIC RETAIL VISIBILITY IN TARGETED SECTIONS

  —OFFER MERCHANDISING PAYMENT TO NON - RETAIL MASTERS ACCOUNTS IN TARGETED SECTIONS TO TAKE OVER MONTCLAIR FIXTURES

  —$30 PACK DISPLAY

  —$100 CARTON DISPLAY

SECTIONS	# AMER PV DISPLAYS	# IN C-STORES	# IN MEGA
11	1195	636	154
12	317	194	9
13	688	122	76
22	1485	1197	4
24	1605	1283	156
45	377	285	17
51	293	235	11
52	164	128	10
54	785	214	372
	6909	4294	809

MEGA = TOBACCO/LIQUOR/INDIAN

—INSTRUCT FSF TO PLACE ONE DISPLAY AND TWO POS ITEMS IN ALL NON - RETAIL MASTERS ACCOUNTS IN SELECT SECTIONS

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MEGA VOLUME PROGRAM

- INCREASE OOH VISIBILITY AROUND MEGA VOLUME OUTLETS
  - —SELECT TOP 10 BASIC TIER 1 MARKETS
  - —WITHIN THOSE MARKETS IDENTIFIED 457 STORES THAT MEET MEGA VOLUME CRITERIA
    - HAVE BEEN ABLE TO IDENTIFY 223 STORES WITH OOH WITHIN A 1 MILE RADIUS ON INBOUND ROADS
- 30 DAY GOAL: SET POSTING DATE FOR MAY 1ST AROUND 223 STORES IDENTIFIED WITH BOARD SPACE
  - —CONTRACTED FOR 6 MONTH POSTING
  - —ISSUE: CAN'T BE CERTAIN OF BOARD QUALITY
- 60 DAY GOAL: CONTINUE TO INCREASE/IMPROVE INVENTORY AROUND STORES ON A ROLLING BASIS
- 120 DAY GOAL: EXPLORE ALTERNATIVE MEANS OF EXTERIOR SIGNAGE
  - —I.E., 8 - SHEET

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DIRECT MAIL

OBJECTIVE : TO RAISE AWARENESS OF BASIC'S TASTE / PRICE PROPOSITION

STRATEGY: INITITATE A RELATIONSHIP WITH MONTCLAIR SMOKERS THROUGH DIRECT MAIL

—HAVE ALREADY BEGUN COMMUNICATING WITH MONTCLAIR SMOKERS THROUGH 1994 MAILINGS

- CONTACTED APPROXIMATELY 100,000 MONTCLAIR SMOKERS
- UTILIZED 85% OF MONTCLAIR NAMES IN 1994
- CURRENTLY 116,072 MONTCLAIR NAMES ON DATABASE
- AVERAGE RESPONSE TO BASIC MAILINGS 30%

PLAN: MAIL ALL AVAILABLE MONTCLAIR NAMES A SPECIAL PIECE DIRECTED TOWARDS THEM TO:

—INFORM THEM OF BASIC'S TASTE AND PRICE PROPOSITION

—DELIVER COUPONS TO INCENT TRIAL

—B2G1F

—$1.50 OFF CARTON/OR 5 PACKS

—DROP PIECE MAY/JUNE 1995

Source: https://www.industrydocuments.ucsf.edu/docs/qrhm0004

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TASTE GOOD PLAN SUMMARY

OPPORTUNITIES

•SELECT SECTIONS
(11, 12, 13, 22, 24, 45, 51, 52, 54)

PLAN

—MERCHANDIZING PAYMENT FOR MONTCLAIR DISPLAYS IN NON-RM STORES

—DIRECT MAIL

—MEGAVOLUME OOH VISIBILITY PROGRAM

—MAY/AUGUST RETAIL PROMOTION INITIATIVE (B2G1F) - 12, 24, 45, 51, 52

Source: https://www.industrydocuments.ucsf.edu/docs/qrhm0004

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BASIC 1995 SCHEDULE

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ADVERTISING													
OUTDOOR	TIER 1		#75-100		#75-100	#75-100		#75-100		#75-100	#75-100		
	TIER 1 MEGA					223 ADD'L BOARDS →							
	TIER 2 &3		#50-75		#50-75	#50-75		#50-75		#50-75	#50-75		
PRINT	MAGS/SUPPS		80/3.7		80/3.7	80/3.7		80/3.7		80/3.7	80/3.7		80/3.7
PROMOTIONS													
NATIONAL		2-PACK INCENTIVE	1-CARTON INCENTIVE	3-PACK PRODUCT	3-PACK INCENTIVE	1-CARTON INCENTIVE	5-PACK PRODUCT	2-PACK INCENTIVE	1-CARTON PRODUCT	3-PACK PRODUCT	1-CARTON INCENTIVE	3-PACK PRODUCT	
	#DEALS(MM)	5.00	1.20	5.00	3.60	1.20	3.50	5.00	1.20	5.00	1.20	5.00	
	#DISPLAYS(000)	125	32	125	100	32	100	125	32	125	32	125	
TARGETED PRODUCT B1GIF	#DEALS(MM)		0.80										
B2G1F	#DEALS(MM)		2.80										
MONTCLAIR SELECT B2G1F	#DEALS (MM)					1.00			1.00				
	#DISPLAYS(000)					25			25				
MENTHOL (SBO)													
B1G1F	#DEALS(MM)				0.70						0.70		
B2G1F	#DEALS(MM)					1.65						1.65	
INCENTIVE	#DEALS(MM)						1.00						1.00
MEGA		$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN
MEDIA	FSI NATIONAL		B2G1F/ $1.50 CTN (2/26)		Necessities FSI (4/2)		B2G1F/ $1.50 CTN (6/11)			B2G1F/ $1.50 CTN (9/24)			
DIRECT MAIL	NATIONAL				4.5 MM MAILING		MONTCLAIR MAILING	1.9 MM MAILING			1.7 MM MAILING		
VISIBILITY													
PERM POS		→	→	→	→	→	→	→	→	→	→	→	→
TEMP POS		→	→	→	→	→	→	→	→	→	→	→	→
MERCH PAYMENTS NRM STORES		→	→	→	→	→	→	→	→	→	→	→	→
MERCH PAYMENTS NRM STORES	FOR MONTCLAIR DISPLAY SIGNAGE			→	→	→	→	→	→				

Nancy 2040425824
Asun wants to know if this is the chart that Dave Beran used for the management presentation.
[illegible]

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BASIC 1995 SCHEDULE

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ADVERTISING													
OUTDOOR	TIER 1		#75-100		#75-100	#75-100		#75-100		#75-100	#75-100		
	TIER 1 MEGA				223 ADD'L BOARDS →								
	TIER 2 &3		#50-75		#50-75	#50-75		#50-75		#50-75	#50-75		
PRINT	MAGS/SUPPS		80/3.7		80/3.7	80/3.7		80/3.7		80/3.7	80/3.7		80/3.7
PROMOTIONS													
NATIONAL		2-PACK INCENTIVE	1-CARTON INCENTIVE	3-PACK PRODUCT	3-PACK INCENTIVE	1-CARTON INCENTIVE	5-PACK PRODUCT	2-PACK INCENTIVE	1-CARTON PRODUCT	3-PACK PRODUCT	1-CARTON INCENTIVE	3-PACK PRODUCT	
	#DEALS(MM)	5.00	1.20	5.00	3.60	1.20	3.50	5.00	1.20	5.00	1.20	5.00	
	#DISPLAYS(000)	125	32	125	100	32	100	125	32	125	32	125	
TARGETED PRODUCT B1G1F	#DEALS(MM)		0.80										
B2G1F	#DEALS(MM)		2.80										
MONTCLAIR SELECT													
B2G1F	#DEALS (MM)					1.00			1.00				
	#DISPLAYS(000)					25			25				
MENTHOL (SBO)													
B1G1F	#DEALS(MM)				0.70						0.70		
B2G1F	#DEALS(MM)					1.65						1.65	
INCENTIVE	#DEALS(MM)						1.00						1.00
MEGA		$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN	$2.46/CTN
MEDIA	FSI NATIONAL		B2G1F/ $1.50 CTN (2/26)		Necessities FSI (4/2)		B2G1F/ $1.50 CTN (6/11)			B2G1F/ $1.50 CTN (9/24)			
DIRECT MAIL	NATIONAL				4.5 MM MAILING		MONTCLAIR MAILING	1.9 MM MAILING			1.7 MM MAILING		
VISIBILITY													
PERM POS		→	→	→	→	→	→	→	→	→	→	→	→
TEMP POS		→	→	→	→	→	→	→	→	→	→	→	→
MERCH PAYMENTS NRM STORES		→	→	→	→	→	→	→	→	→	→	→	→
MERCH PAYMENTS NRM STORES	FOR MONTCLAIR DISPLAY SIGNAGE			→	→	→	→	→	→				

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INCREMENTAL BUDGET FOR TASTE GOOD INITIATIVES

ITEMS	COST
MAY RETAIL PROMOTION — 1MM B2G1F DEALS — 25,000 40 DEAL DISPLAYS	$893,750
AUGUST RETAIL PROMOTION —1MM B2G1F DEALS —25,000 40 DEAL DISPLAYS	$893,750
NON - RETAIL MASTERS ACCOUNT MERCHANDISING PAYMENT —$30.00 PAYMENT FOR MONTCLAIR PACK DISPLAYS —$100 PAYMENT FOR MONTCLAIR CARTON DISPLAYS —6,909 AMERICAN PRICE VALUE DISPLAYS IN SELECT SECTIONS IN NON RETAIL MASTERS ACOUNTS	$263,900
DIRECT MAIL —ASSUMES MAILING TO 100,000 MONTCLAIR SMOKERS —2 COUPONS —B2G1F (25%) —$1.50 OFF CARTON / 5 PACKS (15%) —PRODUCTION COST $.50 PER PIECE	$115,250
MEGA VOLUME OOH —ASSUMES 223 BOARDS POSTING MAY 1ST, 6 MONTH POSTING —$89,200 ESTIMATED MONTHLY COST @ 6 MOS.	$535,200
TOTAL INCREMENTAL BUDGET	$2,701,850

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